

WHAT IS CLAIMED IS

1. An application device (1), in particular for applying a liquid, gel-like or pasty cosmetic to the skin, comprising
 - 5 - a container (3) for the cosmetic;
 - an applicator (6) which is connected to the container (3) via at least one supply channel (14);
 - a piston (4) which is displaceably guided in the container (3) for delivery of the cosmetic towards the applicator (6); and
 - 10 - an operating mechanism (5) for operating the piston (4).
2. An application device according to claim 1, wherein the piston (4) comprises an outer guide section of non rotationally, symmetric cross-sectional shape, the guide section cooperating with a complementary inner guide surface (2) of the container (3).
- 15 3. An application device according to claim 2, wherein the cross-sectional shape of the outer guide section is elliptic.
- 20 4. An application device according to claim 1, wherein the operating mechanism (5) is rotatable about the longitudinal axis of the piston (4), translation of the rotary motion of the operating mechanism (5) into piston travel taking place via a reversing gear, in particular a helical gear (33, 35), a locking device (23) being provided, which subdivides the rotary motion 25 of the operating mechanism (5) about the longitudinal axis into discrete steps of rotation.
5. An application device according to claim 4, wherein the locking device (23) comprises a first locking unit (25) which is disposed on the operating

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mechanism (5) and cooperates with a second locking unit (22) which is mounted on another part of the application device (1), in particular on the container (3), one of the two locking units (22, 25) having at least one rib (24) which cooperates with at least one flexible locking tongue (27) of the 5 other locking unit (25, 22).

6. An application device according to claim 5, wherein the at least one locking tongue (27) is formed for deviation from the symmetry of rotation about the longitudinal axis of the piston (4) such that the locking device 10 (23) permits a motion of rotation of the operating mechanism (5) only in a single direction of rotation.
7. An application device according to claim 1, wherein the operating mechanism (5) is connected and secured to another part of the application device (1), in particular to the container (3), via a flexible interlocking device (30, 31).
8. An application device according to claim 7, wherein the interlocking device (30, 31) comprises a flexible interlocking element (30) which is provided on an outer wall of the operating mechanism (5) and which, for flexible dislocation, is disposed in the vicinity of a wall weakening (32) of the operating mechanism (5).
9. An application device according to claim 1, wherein the applicator (6) 25 has a flocked application surface (7) which is integrally joined thereto.